

DEC 21 1942

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**FASHION CALENDAR**

**FRANCES HUGHES, Editor**

6 WEST 52nd STREET

NEW YORK, N. Y.

ELdorado 5-3693



## FASHION CALENDAR

NOTE: Events are repeated until they take place. New events, last-minute changes and revisions are added each week as quickly as scheduled. FASHION CALENDAR asks your indulgence for the unavoidable changes and new events that come up between issues.

WEEK BEGINNING MONDAY, DECEMBER 21, 1942

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
From now Through Dec. 23	FAMOUS ANNUAL CAROL SINGING Daily for one half hour at store opening and for 15 minutes before closing, 9:30-10 AM, carol singing for the store staff and customers, rings in the Christmas 8:45-9 P.M. feeling at John Wanamaker. Contact: Miss Casey, Adv. Dept., ST. 9-4700.	JOHN WANAMAKER	B'WAY AT 9TH STREET ROTUNDA
Now Available	SALVAGED WINDOW DISPLAYS BY DISPLAYED CLEARING CENTER To increase the re-use of display materials and to interchange displays among stores, the display clearing center has been organized. It works through New York buying offices inviting display managers to arrange a series of itinerent displays. For example: the "Women In War" windows used by Gimbel's in Philadelphia at an expense of \$3000 may now be rented through this clearing center at one tenth of original cost. Other displays of timely patriotic and merchandise value available. Contact: Irwin A. Shane, Publicity Features, 11 W. 42nd St., LO. 5-5351.	PUBLICITY FEATURES INC.	11 WEST 42ND STREET
Just Published	BY NATIONAL RETAIL DRY GOODS, CONTROLLER LEAFLET EXPLAINING VICTORY TAX. Leaflet covers all inquiries store employees may ask concerning tax in simple language. Many stores are putting these leaflets into staff's pay envelopes. Cost: 200 for \$1; \$500 for \$2.50; 1,000 for \$4; etc. Contact: N.R.D.G.A., Edward Hoyt, 101 W. 34th St., PE. 6-2155.		
Now Showing	CORO--SPRING COSTUME JEWELRY LINE Among the first of the costume jewelers to show Spring Collections is this firm, undaunted by greatly limited materials. A new plastic called "Rapture" with stone set, and "Radiance" without stone set, are among the novelties. Also wood, sea shell, and other novelty materials including semi-precious jewels of Sterling Silver. Buyers and Press by appointment. Contact: Ann Meyers, WI. 7-1329. Other costume jewelers including <u>Rice-Weiner &amp; Co.</u> , <u>Castlecliff</u> , etc., announce that their Spring showings will take place after <u>January 5th</u> .	COHN & ROSENBERGER	47 WEST 34TH STREET
Now Showing Through Jan. 2	DISPLAY OF COSTUMES FROM THE HOLY LAND & CHRISTMAS PACKAGING The Traphagen School of Fashion invites the public to attend its annual Christmas exhibit of authentic costumes procured in the Holy Land by Miss Ethel Traphagen who did costume research in that area. The life-size manikins will also wear the native headdress and other harmonizing accessories. Also a display of Xmas packaging designed by students. Hours, 9 A.M. to 9 P.M., except on Saturdays, until 5 P.M. For further information: Dorothy Tyroler, Registrar, CO. 5-2077.	TRAPHAGEN SCHOOL OF FASHION	1680 BROADWAY (AT 52ND STREET)
Dec. 21	NO LUNCHEON FASHION SHOW AT ST. REGIS HOTEL DURING CHRISTMAS WEEK.		



<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Monday Dec. 21 2:30- 5:00 P.M.	YOUNG NEW YORKER PARTY This is the annual pre-Christmas style show to which co-eds, home from school, look forward. This party is always presented with gaiety and verve and will feature glamorous evening and date dresses, both simple and lovely. Open to Press and public. Publicity: Eleanor Howard, WI. 7-3300.	LORD & TAYLOR	424 FIFTH AVENUE NEW YORKER SHOP, 5 FL.
Monday Dec. 21 4:30 P.M.	PRIVATE SHOWING: WORLD'S ONLY SILVERBLU MINK COAT Private showing, world's only ranch-bred Silverblu Mink coat, presented to American Theatre Wing War Service by Silverblu Mink Association, Rochester, Wisconsin. Value of pelt alone is \$30,000. Private viewing at 4:30 P.M., Monday, Dec. 21st, at American Theatre Wing Headquarters, 730 Fifth Ave., Room 409, N.Y.C., strictly by invitation to Press and directors of American Theatre Wing. American Theatre Wing Publicity: Miss Lorella Val-Mery, CO. 5-6638. Silverblu Mink Association Publicity: Zanville Diamond, PL. 3-5252.	AMERICAN THEATRE WING & SILVERBLU MINK ASSOC.	AMERICAN THEATRE WING 730 FIFTH AVENUE
Monday Dec. 21 8:00 P.M.	EVENING CLASSES GRADUATION EXERCISES At the completion of the 6-weeks course, each graduating class, day or evening, at Hudnut's, stages formal exercises to mark the event. The class which started Nov. 16th is being graduated on Dec. 21st. Friends of graduates and Press invited. Contact: Miss Langan, PL. 3-6930.	HUDNUT SUCCESS SCHOOL	693 FIFTH AVENUE
Monday Dec. 21 8:15 P.M. Sharp	UNITED NATIONS CHRISTMAS FESTIVAL Under the patronage of ambassadors and representatives of United Nations in exile, the C.D.V.O. will give a program of native choruses and dancing. Producers are the Dramatic Work Shop of the New School for Social Research, soloist, Grace Moore. Additional music, chorus, orchestra and ballet by High School of Music and Art. Co-chairmen of the program: Mrs. W. Landrum McFarland of Music Unit of C.D.V.O. and Dr. George Schuster, President of Hunter College. Contact: Mrs. Reichart, C.D.V.O., 93 Park Ave., LE. 2-2870.	CIVILIAN DEFENSE VOLUNTEER OFFICE, MUSIC UNIT	HUNTER COLLEGE 68TH AT PARK, AUDITORIUM
Monday Dec. 21 9:00 P.M.- 3:00 A.M.	VICTORY PARTY BENEFIT FOR WAR EFFORT 100 prominent young debutantes will be presented in a cooperative "coming-out" at this Victory Debutante Cotillion. Parents of each debutante will purchase War Bonds for her in an amount equal to the cost of a private party. This event will have society and fashion bearing and will portray the trend in formal evening wear for young debutantes. Coty will sponsor the ball. Publicity: Eleanor Lambert, PL. 5-8580.	N.Y. INFIRMARY AND COTY	RITZ CARLTON HOTEL GRAND BALLROOM
Dec. 22	NO LUNCHEON FASHION SHOW AT RITZ CARLTON DURING CHRISTMAS WEEK.		
Dec. 23	NO LUNCHEON FASHION SHOW AT WALDORF ASTORIA DURING CHRISTMAS WEEK.		
Wednesday Dec. 23 8:30 P.M.	BENEFIT PERFORMANCE: "STARS ON ICE" In conjunction with the Ice Spectacle at the Center Theatre, there will be a \$250,000 fur fashion show, staged with luxurious furs on loan from Ritter Brothers. Judson Health Center engages in educational and practical health advancement clinics for children and grownups. Admission to this benefit Ice Show, from \$1.10 to \$5.50. Tickets obtainable at Bonwit Teller's Burden Littel Bureau. Publicity: Mrs. Stone, WI. 2-1600.	JUDSON HEALTH CENTER	CENTER THEATRE 6TH AVE. AT 50TH ST.



DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Dec. 24	NO LUNCHEON FASHION SHOW AT PLAZA DURING CHRISTMAS WEEK.		
Dec. 25	CHRISTMAS DAY (Friday).		
Saturday Dec. 28- Jan. 2	FUN ON THE FOURTH FLOOR A week of daily activities for children, timed to amuse and divert them during holiday vacation period. There will be daily programs involving animals, magicians, clowns, airplane exhibits and war-consciousness displays aimed at children to age 14. Publ.: Miss Raices, CH. 4-2000.	R.H. MACY & CO., INC.	HERALD SQUARE CHILDREN'S DEPT., 4 FL.
Monday Dec. 28- <del>Dec. 29</del> Morning, Afternoon 2:30- 7:00	INFORMAL FASHION SHOW OF JUNIOR MODES <del>This is</del> A recurring morning and afternoon 2-day show helping girls home from school or girl war workers home on furlough to select 1943 work and gala clothes. Also providing wardrobe ideas for those off to winter resorts and furnishing those who received money gifts for Christmas with practical suggestions. Open to press and public. <u>Publicity: Margaret Pierce, LA. 4-7000.</u>	SAKS 34TH STREET	B'WAY AT 34TH STREET YOUNGER SET SHOP, 2 FL.
Dec. 28	NO LUNCHEON FASHION SHOW AT ST. REGIS HOTEL BECAUSE OF NEW YEAR'S.		
Tuesday Dec. 29 10:15 A.M.	HOLIDAY JAMBOREE: "CALLING ALL GIRLS" This is the third in a series of fun-packed shows for teen-age girls featuring the latest sparkling holiday fashions. Art Ross, M.C. of WJZ's "Game Parade" will hold a fashion quiz among the girls. Winners will receive War Stamps as awards. Other talent from radio, screen and magazine, will judge events such as song and dance contest by members of "Calling All Girls" Club. Open to Press and public. Publ.: Dorothy Meyer, TR. 5-5700.	THE NAMM STORE, BROOKLYN	452 FULTON STREET TEEN SHOP, 2ND FL.
Dec. 29	NO LUNCHEON FASHION SHOW AT RITZ CARLTON BECAUSE OF NEW YEAR'S.		
Wednesday Dec. 30 10:30 A.M.	"TRICKS FOR TEEN" MEETING Not letting up one instant in its appeal to younger girls, age 11 to 19, Saks' Teen Shop stages its first 1943 event, two days before Jan. 1st. New Year's Eve gala clothes for late starters and school and work fashions for the coming year, staged with music, refreshments, and fanfare. Press and teen-agers invited. Publicity: Margaret Pierce, LA. 4-7000.	SAKS 34TH STREET	B'WAY AT 34TH STREET TEENS' SHOP, 2ND FL.
Dec. 30	NO LUNCHEON FASHION SHOW AT WALDORF ASTORIA BECAUSE OF NEW YEAR'S.		
Dec. 31	NO LUNCHEON FASHION SHOW AT PLAZA BECAUSE OF NEW YEAR'S.		
Thursday Dec. 31	CONTEMPORARY NOTE In view of current conditions, the New Year's Eve party in the Terrace Room of the New Yorker will have formal dress optional and not required. Publicity: Shepard Henkin, ME. 3-1000.	NEW YORKER HOTEL	7TH AVE. AT 33RD ST.
Jan. 1	NEW YEAR'S DAY (Friday). <i>54</i>		
Friday Jan. 1	ANNUAL ORANGEBOWL FOOTBALL CLASSIC ON NEW YEAR'S DAY AT MIAMI, FLORIDA. Between Brooklyn College and University of Alabama. <del>Annual Rosebowl Classic of Los Angeles cancelled this year because of war.</del> <i>uc LA.</i>		



<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Tuesday Jan. 5 1:00 P.M. Luncheon	FIRST HATS BRING FIRST SIGNS OF SPRING Hat harbinger of Spring, Mr. Florell transforms January into April with his new and exclusive presentation of dressy and day-time hats. Open to public. Luncheon, \$2. Press by invitation. Florell Publicity: Mr. Frederick, PL. 5-0895. Ritz Publicity: Marion Morrison, PL. 3-4600.	WALTER FLORELL (29 EAST 53RD ST.)	RITZ CARLTON HOTEL OVAL ROOM
Wednesday Jan. 6 1:00 P.M. Luncheon	FASHIONS FOR CAMP FOLLOWERS Women who plan to travel North or South, whether to follow their husbands or beaux to camp or to indulge in warm bathing or cold Winter sports will be interested in this <del>hand time</del> showing of fashions for every activity including just stay-at-home. Open to public. Luncheon, \$2. Press by invitation. Arnold Constable Publicity: Jeanne Pierre, CA. 5-2300. Waldorf Publicity: Ted Saucier, EL. 5-3000.	ARNOLD CONSTABLE (5TH AVE. AT 40TH ST.)	WALDORF ASTORIA HOTEL SERT ROOM
Thursday Jan. 7 2:00- 6:00 P.M.	"COCKTAIL PROMENADE" FOR FASHION PRESS Each year, the Brassiere Revue by Maiden Form is dramatized before a sizeable audience of Fashion Editors, buyers, and stylists. This year's showing is a test of ingenuity, with elastic, zippers and other metal fastenings unavailable. Press by invitation. Contact: Mrs. Joseph Coleman, CA. 5-4085.	MAIDEN FORM BRASSIERE COMPANY	200 MADISON AVENUE
Thursday Jan. 7 3:00 P.M. & 9:00 P.M.	1ST NEW YORK SHOWING OF HAT ORIGINALS Suzanne, formerly with Schiaparelli and Agnes in Paris, and Roger Vivier, formerly designer of Delman Shoes, are showing a 1st Collection of Hat Originals in New York. Showing at 3 P.M. for Fashion Editors of New York Dailys; 2nd showing at 9 P.M. for remainder of Press and private society-clientele. By invitation. Publicity: Viola Shefer, PL. 3-2116.	SUZANNE ET ROGERS	24 EAST 64TH STREET
Thursday Jan. 7 5:00 P.M. Cocktails	FIRST OF THE YEAR GET-TOGETHER Publicists and their friends are invited to attend this informal cocktail party for the purpose of renewing old contacts, making new friends, and speeding good cheer and good publicity for 1943. Open to members, guests and friends. No charge. Publicity: Uriel Davis, CI. 7-6161.	PUBLICITY CLUB OF NEW YORK	BELMONT-PLAZA HOTEL CASINO-IN-THE-AIR
Saturday Jan. 9	ANNUAL RETAIL FEDERATION MEETING The American Retail Federation, consisting of 15 national retail associations and 29 state associations representing between them the bulk of retailing within the United States to the number of 400,000 retail stores, meets to discuss the supply of civilian goods, manpower, federal regulations and taxations. Press invited. Contact: David R. Craig, A.R.F. President, 1627 Kay Street, Northwest, Washington, D.C.	AMERICAN RETAIL FEDERATION	WALDORF ASTORIA HOTEL ASTOR GALLERY, JADE RM.

#### OUT-OF-TOWN MARKETS

Due to the difficulty of travel, the habit of attending cross country market openings has had to be curtailed. FASHION CALENDAR is listing only the larger and more important out-of-town market openings.

Sunday Jan. 10-12	29TH ANNUAL SHOE SHOW	MIDDLE ATLANTIC SHOE RETAILERS' ASSOCIATION	BENJAMIN FRANKLIN HOTEL PHILADELPHIA, PA.
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DATEWHAT'S GOING ONGIVEN BYWHEREOUT-OF-TOWN MARKETS (Continued)

✓ Sunday Jan. 10- Jan. 14	SPRING FASHION OPENINGS This is an all-market event for Los Angeles retailers who will be treated not only to fashion showings and displays by local manufacturers of coats, suits, dresses, sportswear, play clothes, children's and kindred lines, but to millinery and junior and infants' apparel, manufactured by both Eastern and West Coast houses.	ASSOCIATED APPAREL MFRS. OF LOS ANGELES	BILTMORE HOTEL LOS ANGELES, CALIF.
✓ Sunday Jan. 17-20	LOS ANGELES MILLI- NERY MARKET WEEK The growing importance of the Southwest markets makes the Dallas Spring Market week an important objective for retailers through the South and West, who gather to see what salesmen have assembled in the local hotels. Contact: Emmet Pryor, President of American Fashion Association, Adolphus Hotel, Dallas.	ASSOCIATED APPAREL MFRS. OF LOS ANGELES	BILTMORE HOTEL LOS ANGELES, CALIF.
✓ Sunday Jan. 17-20	DALLAS SPRING MARKET WEEK The growing importance of the Southwest markets makes the Dallas Spring Market week an important objective for retailers through the South and West, who gather to see what salesmen have assembled in the local hotels. Contact: Emmet Pryor, President of American Fashion Association, Adolphus Hotel, Dallas.	AMERICAN FASHION ASSOCIATION	BAKER AND ADOLPHUS HOTELS, DALLAS
✓ Sunday Jan. 24-27	SAN FRANCISCO MILLI- NERY MARKET WEEK The San Francisco manufacturers of women's and children's apparel will show simultaneously in their own showrooms and at the Palace and St. Francis Hotels. Retail buyers from the far West are expected in large numbers at both cities, due to difficulty of travel and delivery to and from Eastern markets.	ASSOCIATED APPAREL MFRS. OF SAN FRANCISCO	PALACE HOTEL SAN FRANCISCO, CALIF.
✓ Beginning Sunday Jan. 31	SIX FASHION WEEKS IN MINNEAPOLIS A series of six selling weeks for 250 salesmen to display 700 lines of apparel for men, women, children and infants. First of these weeks to be held beginning January 31st. Future dates announced later.	NORTHWEST SALES- MEN'S ASSOCIATION	RADISSON HOTEL MINNEAPOLIS
✓ Sunday Jan. 31- Feb. 5	SEMI-ANNUAL SPRING MARKET WEEK Contact: Glenn G. Hayes, Exec. Dir., Wash Apparel Show, Palmer House, Chicago.	NATIONAL WASH APPAREL SHOW AND INTERSTATE MERCHANTS' COUNCIL	PALMER HOUSE CHICAGO, ILLINOIS
✓ Monday Feb. 1 4:00 P.M.	SEMI-ANNUAL CORSET CLINIC This event leads off the 1st afternoon of the Spring Market Week in Chicago. 2 main speakers will discuss corsetry with new and important style and regulation information. Contact: Chicago Corset Club, Mdse. Mart, Chicago.	CHICAGO CORSET CLUB	MERCHANDISE MART CHICAGO, ILLINOIS
✓ Monday Feb. 1	BOSTON SPRING MERCHANDISE WEEK Contact: Syd Gordon, Parker House, Boston, Massachusetts.	MERCHANDISE MART	PARKER HOUSE BOSTON, MASS.
✓ Week of Jan. 11-15 10 A.M. on, .....	WAR-TIME CONFERENCE A 5-day "war-time conference" supplementing the traditional annual convention, will be held during the week of Jan. 11-15th. This will be a streamlined gathering with a minimum of addresses to replace the stereotyped speeches of previous years. Open to members of NRDGA and their friends. Press invited. Opening address by Frank Mayfield, Pres., NRDGA, on the "Effects of the War on Retailing During 1943", and discussion on "Manpower", "Customer Services", "Inventories", etc. Contact: Mr. Hoyt, PE. 6-2155.	NATIONAL RETAIL DRY GOODS ASSOCIATION	PENNSYLVANIA HOTEL 7TH AVE. AT 33RD ST.



<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Monday Jan. 11-14 9:00 A.M. On.....	INSTRUCTION COURSE IN CORSETRY FITTING Buyers and sales persons of stores' corset departments are invited to take a 4-day concentrated course in the Camp School in the principles of anatomy and body mechanics. Purpose: to learn, under the supervision of Camp experts, how to fit Camp Scientific Supports properly to costumers. Movies, lectures, class room discussion and demonstration on living models included in training which is awarded with a certificate. Open to all authorized Camp dealers without charge. Send names of applicants to Educational Dept., S.H. Camp & Co., Jackson, Michigan. Publ.: Mr. Kaufman, CH. 4-5798.	S.H. CAMP SCIENTIFIC SUPPORTS	HOTEL McALPIN B'WAY AT 34TH ST.
Monday Jan. 11 10:30 A.M. Breakfast	PRESS PREVIEW SPRING HATS Among the early millinery previews is Madame Pauline's showing of early Spring and advance Summer hats. For Press and Buyers by invitation. Contact: Madame Pauline, WI. 2-8922.	MADAME PAULINE	6 EAST 53RD STREET
Monday Jan. 11 2:00 P.M.	MEETING CHALLENGE OF FASHION MERCHANDISING As an innovation in N.R.D.G.A. conference procedure, its opening day afternoon session will be under direction of the Fashion Group. Members will devote an hour and a half resume to ready-to-wear fashions presenting facts in March-of-Time radio technique, illustrated with actual garments. Chairman of N.R.D.G.A.-Fashion Group Show Committee: Mrs. June Hamilton Rhodes, WI. 7-7476. N.R.D.G.A. Publicity: Edward S. Hoyt, PE. 6-2155.	NATIONAL RETAIL DRY GOODS ASSOCIATION	PENNSYLVANIA HOTEL GRAND BALLROOM
Monday Jan. 11 Through End of Month	NEW MILLINERY SPRING LINE FOR BUYERS Overcoming the limitations of unobtainable fabrics and trimmings, this milliner has collected unexpected new fabrics and has developed exciting new silhouettes. Press welcome without invitation. Buyers telephone for appointment to Miss Strate, PL. 3-9017.	HELENE GARNELL	40 EAST 51ST STREET
Monday Jan. 11	OFFICIAL OPENING: SPRING CORSET MARKET Under normal conditions, December is the month for the Spring Corset Market Opening. But existing conditions make January more propitious for showing. Because of uncertainty of stock status, Spring Corset showings will be held the entire week of Jan. 11th to maintain good-will of buyers and permit salesmen with traveling difficulties to reach New York in time. Contact: Corset & Brassiere Assoc., 200 5th Avenue, GR. 5-0880.	CORSET & BRASSIERE ASSOCIATION OF AMERICA	McALPIN HOTEL AND INDIVIDUAL SHOWROOMS
Tuesday Jan. 12 10:00 A.M. Through Lunch	SEMI-ANNUAL FORUM AND LUNCHEON Under the direction of Mrs. Alexandra Potts, Director, Merchandising Service, Bride's Magazine, there will be a round-table discussion for bride's shop operations, promotions and advance Spring fashion notes on related merchandise. These forums, under the intelligent direction of Mrs. Potts, have had great value for directors of brides' shops. Price including luncheon, \$5. Reservations from: Miss Wright, MU. 2-1490.	THE BRIDE'S MAGAZINE	LOUIS SHERRY 300 PARK AVENUE
Tuesday Jan. 12 10:30 A.M.	PRESS PREVIEW: SPRING COLLECTION Surprises and new trends never fail to develop from a John Frederics' Collection. Press strictly by invitation. Tip: be in your seats early as all available space is soon filled. Publicity: Ruth Ann French, PL. 3-1011.	JOHN FREDERICS INC.	29 EAST 48TH STREET



DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Tuesday Jan. 12 1:00 P.M. Luncheon	SPRING AND RESORT CLOTHES <i>Early release of</i> <del>Details later.</del> Open to public. Luncheon, \$2. Press by invitation. Jonai Publ.: Mr. Nathan, PL. 5-5430. Ritz Publ.: Marion Morrison, PL. 3-4600.	JONAI, INC. (78 E. 56TH ST.)	RITZ CARLTON HOTEL OVAL ROOM
Tuesday Jan. 12 8:30 P.M.	SHOW DEPICTING "WOMEN IN WAR" This is an all-women's war effort show to prove that women can take it. Cooperating are the Red Cross, Navy League, A.W.V.S., Salvation Army, O.C.D., Bundles for America, American Women's Hospital Unit and National Security Women's Corps and Reserve Corps. Admission: \$2.75 to \$5.50 includes showing of new motion picture. A tableau "Women on Parade" will be directed by Nat Carson and commentated by Elsa Maxwell and George Jessel. In this, leading women of fashion such as Mrs. Harrison Williams, Mrs. Byron Foy, Mrs. Kermit Roosevelt and Mrs. Junius Spencer Morgan will wear last year's gowns with this year's accessories. Also participating: Rex Stout, Mrs. Johannes Steel. Sponsors include: Mrs. General Hugh A. Drum, Mrs. General Thomas A. Terry, Mrs. Admiral Adolphus Andrews and Mrs. David Bandler, head of Citizen's Committee. Publ.: Ivan Black, PL. 3-1049.	CITIZEN'S COMMITTEE FOR ARMY AND NAVY	RIVOLI THEATRE B'WAY AT 49TH ST.
Wednesday Jan. 13 10:30 A.M. <del>(Postponed from 1/1)</del>	MORNING SHOW OF EARLY SPRING HATS A lively presentation of early Spring Hats created by Mme. Germaine Vittu will have as vivacious commentator, her compatriot, Mme. Paule Madoc of Catoir Silks. <del>Theme of these hats to be announced later.</del> Open to Press and Trade by invitation. Publicity: Anna T. Moore, ST. 9-6000.	MME. GERMAINE VITTU	509 MADISON AVENUE
Wednesday Jan. 13 1:00 P.M. Luncheon	ADVANCE PEEP AT SPRING LINES Style theme of this luncheon show to be announced later. Open to public. Luncheon, \$2. Press by invitation. Russeks Publ.: Beatrice Castle, WI. 7-1900. Waldorf Publ.: Ted Saucier, EL. 5-3000.	RUSSEKS FIFTH AVENUE (390 FIFTH AVENUE)	WALDORF ASTORIA HOTEL SERT ROOM
Wednesday Jan. 13 7:30 P.M.	ANNUAL DINNER AND FASHION SHOW "Day-time Frocks for the WARDrobe" is the theme of the 9th annual fashion show presented by members of the National Association of House Dress Manufacturers, Inc. The show will stress functional and fashion aspects of clothes for women living under 1943 war conditions. Tickets, \$11 for fashion show, dinner and dance. Contact: Bernard Polay, PE. 6-1628.	NATIONAL ASSOC. OF HOUSE DRESS MFRS.	WALDORF ASTORIA HOTEL GRAND BALLROOM
Thursday Jan. 14 7:00 P.M.	BANQUET CLIMAXES WAR-TIME CONFERENCE Vice-Pres., Henry A. Wallace will be guest speaker at 32nd annual banquet of NRPGA. This is the climax of war-time conference which began Monday, Jan. 11 and during which all pertinent retailing problems such as merchandise scarcity, personnel shortage, government regulations, rationing and intensification of the war effort, were taken up. Open to members and friends. Press by invitation. Admission: \$6. Publ.: Edward S. Hoyt, PE. 6-2155.	NATIONAL RETAIL DRY GOODS ASSOCIATION	PENNSYLVANIA HOTEL BALLROOM
Sunday Jan. 17 8:00 P.M.	ENTERTAINMENT AND DANCE 5th annual entertainment and dance <del>of this club</del> omits dinner this year. Purpose: to acquaint members with one another and with guests who are leaders in the industry. Admission: \$1.65. Contact: Henry De Brito, Hotel Pennsylvania, PE. 6-5000.	HOME FURNISHINGS CLUB	PENNSYLVANIA HOTEL 7TH AVE. AT 33RD ST.



DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Monday Jan. 18 1:00 P.M. Luncheon	HAIR-DO AND SPECIAL MAKEUP DEMONSTRATION Closeup instructions of how to face the New Year with simple appropriate hair-do's and special makeup will be demonstrated by Donu Edmonds at the first fashion luncheon inaugurating a series at the St. Regis during 1943. Open to public. Luncheon, \$2. Press by invitation. Dir. of Fashion Shows: Mary Alice Rice, PL. 3-4500.	DONU EDMONDS INC. (8 E. 50TH ST.)	ST. REGIS HOTEL IRIDIUM ROOM
Tuesday Jan. 19 1:00 P.M. Luncheon	ADVANCE LOOK AT SPRING FASHIONS Open to public. Luncheon, \$2. Press by invitation. Mary Lewis Publicity: Rosemary Sheehan, CO. 5-3147. Ritz Publicity: Marion Morrison, PL. 3-4600.	MARY LEWIS FASHIONS (638 FIFTH AVENUE)	RITZ CARLTON HOTEL OVAL ROOM
Tuesday Jan. 19 7:00 P.M.	INFORMAL FASHION SHOW, DINNER AND DANCE This is a showing for Trade and Buyers who come from all over the country to view the millinery trends established for Spring and Summer. Press by invitation. Tickets, \$12.50 includes dinner and show; on mezzanine, without dinner, \$7.50. Contact: Margery Hartman, CH. 4-6547.	MILLINERY STABILIZATION COMMISSION	ASTOR HOTEL GRAND BALLROOM
Wednesday Jan. 20-21	16TH ANNUAL MERCHANDISE CONVENTION Convention and merchandise exposition includes also business sessions stressing information useful to Trade, and visual displays, showing what nation can produce under a war economy. Open to all interested, free. Contact: Herbert Matter, Exec. Sec., Wholesale D.G. Inst., 40 Worth St., BA. 7-0790.	WHOLESALE DRY GOODS INSTITUTE	NEW YORKER HOTEL 8TH AVE. AT 34TH ST.
Friday Jan. 22 9:00 P.M.	POLKA MILITARY BALL This is the 10th annual benefit ball, always an important event of Winter season. Prof. Stephen Mizwa and Edward Witkowski, executive directors. Young women of prominent Polish-American families are presented to society at this ball. Proceeds will pay for medical libraries for use in Polish Colleges at University of Edinburgh, Scotland. Admission, \$3.30. Press by invitation. Contact: Professor Mizwa, RH. 4-7375.	KOSCUISZKO FOUNDATION	WALDORF ASTORIA HOTEL BALLROOM
Saturday Jan. 30 10:00 P.M.	PRESIDENT'S BIRTHDAY BALL This is the 61st birthday of our President and its customary observation--a benefit ball given in cities all over the country with funds donated to the treatment and cure of Infantile Paralysis. Plenty of top-rank entertainment, exciting personalities and good direction. Further details later. Publicity: Adele Brown and Dorothy Wentworth King, EL. 5-3000, room 585.	NAT'L FOUNDATION FOR INFANTILE PARALYSIS	WALDORF ASTORIA HOTEL GRAND BALLROOM
Friday Feb. 5 7:00 P.M. Dinner	ANNUAL ADVERTISING AWARDS DINNER This is yearly presentation of award for the best advertising prepared and published during the previous year. It is an outgrowth of a Harvard award sponsored by Edward Bok. Citations include 37 awards for various types of advertising in newspapers, magazines; copy, lay-out, mechanics of production, etc. Open to leading men and women interested and working in advertising businesses, agencies, etc. <u>Admission strictly by extended invitations. No requests fulfilled.</u> No Press. Publ.: Mary Saxton, CA. 5-9770.	ADVERTISING AND SELLING MAGAZINE	WALDORF ASTORIA HOTEL STARLIGHT ROOF

DATES AHEAD		RED LETTER WEEKS	
<del>Dec. 22</del>	<del>1ST DAY OF WINTER (Tues.)</del>	<del>Dec. 18-25</del>	<del>NATIONAL XMAS SEAL CAMPAIGN</del>
<del>Dec. 25</del>	<del>CHRISTMAS DAY (Friday)</del>	Jan. 11-15	N.R.D.G.A. CONVENTION
Dec. 31	NEW YEAR'S EVE (Thurs.)	Feb. 20-27	NATIONAL SEW AND SAVE WEEK
Jan. 30	President's Birthday Ball (Sat.)		
Feb. 12	Lincoln's Birthday (Fri.)		
Feb. 14	St. Valentine's Day (Sun.)		
Feb. 22	Washington's Birthday (Mon.)		



MUSIC... THEATRE... MOVIES... NIGHT SPOTS

Just.....NEW SHOW AT VERSAILLES NIGHT CLUB      151 EAST 50TH STREET  
 Opened      Elsa Maxwell, columnist and party giver, heads a smart new revue at Versailles with Dean Murphy. George Hale musical and Emil Coleman's Band. Publicity: Leonard H. MacBain, PL. 8-0310.

*Thurs* ~~During~~.....GREGORIAN CHANTS AND CHRISTMAS MUSIC, CLOISTERS, FORT TRYON PARK  
*Dec. 24 Christmas* At this magnificent cathedral, recorded Christmas music and beautifully  
*Jan. 3 Week* decorated altars in the softly shadowed romanesque chapel attract tourists  
 3:30 P.M. to Fort Tryon Park.

Monday.....PREMIERE: "THE THREE SISTERS"      ETHEL BARRYMORE THEATRE, WEST 47TH ST.  
 Dec. 21      This Katharine Cornell vehicle includes Ruth Gordon and Judith Anderson.  
 8:00 P.M. A Chekhov revival that will attract the usual plush Cornell following. Cos-  
 tumes by Motley. Second night will be a benefit for the Navy League Center, sponsored by New York City Women's Council of the Navy League of the U.S.A. Publicity: Walter Alford, Guthrie McClintic, CI. 7-5152.

Tuesday....PREMIERE: "NEW FACES OF 1943"      RITZ THEATRE, 219 WEST 48TH STREET  
 Dec. 22      This is the annual Leonard Sillman presentation of new talent in fresh revue material. Costumes, Edward Gilbert. Publ.: Jimmy Davis, LO. 5-8515.

Wednesday..OPENING: NEW YORK'S SMARTEST, NEWEST, MOST EXPENSIVE NIGHT CLUB "CASBAH", 112  
 Dec. 23      CENTRAL PARK SOUTH. Capitalizing on the interest in our North African invasion, this new night club has an Algerian decor by Franklyn Hughes, leading night club interior decorator. Its Wednesday night opening is a preview following the Noel Coward picture, "In Which We Serve". Officially, Casbah opens Dec. 24th with de luxe entertainment and cuisine under the management of Max Cassvan. Publ.: Jean Dalrymple, MU. 5-3114 or Dorothy Ross, BR. 9-5906.

Wednesday..PREMIERE: NOEL COWARD'S PICTURE "IN WHICH WE SERVE", CAPITOL THEATRE, W. 51 ST.  
 Dec. 23      Opening night benefit for Correspondents' Fund of the Overseas Press Club. This is said to be the most outstanding picture of the year, written, produced, directed, acted in and music written by Noel Coward. Released by United Artists, it is the story of the British Navy and the heroic career of an English destroyer and its crew. Made in England with the official cooperation of the Royal Navy and the B.M.I. Publ.: Tess Michaels, BR. 9-7300.

Wednesday..PREMIERE: "THE BLACK HAWK" (Movie)      ROXY THEATRE, 7TH AVE. AT 50TH STREET  
 Dec. 23      A 20th Century-Fox technicolor picture starring Maureen O'Hara and Tyrone Power, of the swashbuckling school of movies, with costumes by Earl Luick. Publicity: Miss Van Slycke, CI. 6-0950.

Wednesday..CELANESE PRESENTS "GREAT MOMENTS IN MUSIC" OVER CBS (880 ON DIAL)  
 Dec. 23      Soprano, Jean Tennyson; tenor, Jan Peerce; and baritone, Robert Weede will  
 10:00 P.M. sing and George Sebastian, conductor and Joseph Fuchs, violinist will contribute their musical talent to this excellent Christmas broadcast, courtesy of Celanese Corporation. Publicity: Bernard Sobel, LE. 2-5050.

Friday....."YANKEE DOODLE DANDY" (Movie)      STRAND THEATRE, B'WAY AT 47TH STREET  
 Dec. 25      This is the repeat of the famous George M. Cohan success, starring James Cagney, Joan Leslie, Jean Cagney, and a large cast. First time at popular prices. Warner Bros. Publicity: Eve Siegel, CI. 6-1000.

Saturday...PREMIERE: "JACARE" (Movie)      GLOBE THEATRE, 1555 BROADWAY  
 Dec. 26      1st feature-length film ever made in the jungles of the Amazon, headed by James Donaldson, 26 year old geologist and commented by Frank Buck, animal hunter. This picture is said to be breath-taking and documentary of jungle life. Released by United Artists. Publ.: Tess Michaels, BR. 9-7300.

Sunday.....METROPOLITAN OPERA CONCERT FOR MARJORIE LAWRENCE, MET. OPERA HOUSE, W. 39TH ST.  
 Dec. 27      Concert arranged as tribute to courageous spirit of Miss Lawrence, soprano.  
*8:30 P.M.* She and leading members of the company including Lily Pons, Grace Moore, Lawrence Tibbett, Ezio Pinza, and others will participate. Tickets: 85¢ to \$3.30. Publicity: Constance Hope, PL. 3-3390.